

Message Text

UNCLASSIFIED

PAGE 01 LONDON 05708 121702Z
ACTION EUR-12

INFO OCT-01 EA-12 IO-14 ISO-00 SP-02 ICA-20 AID-05
EB-08 NSC-05 TRSE-00 SS-15 STR-07 OMB-01 CEA-01
CIAE-00 COME-00 FRB-01 INR-10 NSAE-00 XMB-04
OPIC-06 LAB-04 SIL-01 PA-02 /131 W
-----102516 130938Z /21

R 121640Z APR 78
FM AMEMBASSY LONDON
TO SECSTATE WASHDC 5033
INFO AMEMBASSY BONN
AMEMBASSY BRUSSELS
AMEMBASSY COPENHAGEN
AMEMBASSY DUBLIN
AMEMBASSY LUXEMBOURG
AMEMBASSY PARIS
AMEMBASSY ROME
AMEMBASSY THE HAGUE
AMEMBASSY TOKYO
USMISSION GENEVA

UNCLAS LONDON 05708

USEEC ALSO FOR EMBASSY; USMTN

E.O.11652: N/A
TAGS: ETRD, UK, JA
SUBJECT: JAPANESE SHARE OF UK CAR MARKET DECLINES

REF: LONDON 3938 AND PREVIOUS

1. JAPANESE CAR SALES TOOK 9.4 PERCENT OF THE UK MARKET
IN MARCH WITH TOTAL SALES OF 16,874. THIS IS THE FIRST
TIME IN SEVERAL MONTHS THAT JAPANESE IMPORT PENETRATION
HAS BEEN BELOW THE UK-JAPANESE GOVERNMENT AGREED '78 CEIL
ING OF APPROXIMATELY 10.6 PERCENT (I.E. 1977 JAPANESE
MARKET SHARE). THE 9.4 PERCENT REPRESENTS A SIGNIFICANT
UNCLASSIFIED

UNCLASSIFIED

PAGE 02 LONDON 05708 121702Z

DROP FROM THE JANUARY FIGURE OF 13 PERCENT. DESPITE THIS
SHORT-TERM DOWNWARD TREND, HOWEVER, THE JAPANESE MARKET
SHARE FOR THE FIRST QUARTER IS 11.6 PERCENT.

2. THE OVERALL FOREIGN CAR PENETRATION RATE FOR MARCH,
'78 IS 40.8 PERCENT, DOWN FROM 45.6 PERCENT IN MARCH, '77
HOWEVER, A COMPARISON OF FIRST QUARTER FIGURES FOR TOTAL

FOREIGN CAR SALES SHOWS AN INCREASE FROM 42.9 PERCENT IN THE FIRST QUARTER '77 TO 45.8 PERCENT FOR THE SAME PERIOD IN '78.

3. THESE TRENDS ARE OCCURRING AS UK DOMESTIC CAR OUTPUT IS RISING SUBSTANTIALLY -- TO A MARCH FIGURE OF 126,000 UNITS WHICH IS THE HIGHEST MONTHLY PRODUCTION ACHIEVED BY BRITISH MANUFACTURERS SINCE JULY OF '76. THIS REVIVAL IN BRITISH PRODUCTION RATES, LARGELY ATTRIBUTED TO A LACK OF INDUSTRIAL DISPUTES DURING THE PAST THREE MONTHS, HAS HELPED THE UK INDUSTRY TO PUSH BACK IMPORTS TO THE 40.8 PERCENT FIGURE IN MARCH. TOTAL BRITISH CAR SALES FOR THE FIRST QUARTER '78 WERE 254,087, UP FROM 208,738 IN THE FIRST QUARTER OF '77.

BREWSTER

UNCLASSIFIED

NNN

Message Attributes

Automatic Decaptioning: X
Capture Date: 01 jan 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: MARKETS, AUTOMOTIVE INDUSTRY, ECONOMIC DATA
Control Number: n/a
Copy: SINGLE
Draft Date: 12 apr 1978
Decaption Date: 01 jan 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 jan 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1978LONDON05708
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Expiration:
Film Number: D780158-1146
Format: TEL
From: LONDON
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1978/newtext/t19780466/aaaacdzi.tel
Line Count: 78
Litigation Code IDs:
Litigation Codes:
Litigation History:
Locator: TEXT ON-LINE, ON MICROFILM
Message ID: a233d0b1-c288-dd11-92da-001cc4696bcc
Office: ACTION EUR
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: 78 LONDON 3938
Retention: 0
Review Action: RELEASED, APPROVED
Review Content Flags:
Review Date: 29 mar 2005
Review Event:
Review Exemptions: n/a
Review Media Identifier:
Review Release Date: N/A
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
SAS ID: 2995792
Secure: OPEN
Status: NATIVE
Subject: JAPANESE SHARE OF UK CAR MARKET DECLINES
TAGS: ETRD, UK, JA
To: STATE USEEC
Type: TE
vdkgvwkey: odb://SAS/SAS.dbo.SAS_Docs/a233d0b1-c288-dd11-92da-001cc4696bcc
Review Markings:
Sheryl P. Walter
Declassified/Released
US Department of State
EO Systematic Review
20 Mar 2014
Markings: Sheryl P. Walter Declassified/Released US Department of State EO Systematic Review 20 Mar 2014